

How sparking curiosity can help you get new clients and grow your community

I can still remember the first day I walked into a gym with a real sense of purpose. This wasn't going to be like all the other times I'd joined a gym, full of good intentions but no real direction. Back then, I'd just gone through the motions because it felt like the "right" thing to do — something I should be doing for my health.

But this time was different. This time I walked through the doors of a CrossFit gym. The music was pumping, barbells were crashing to the floor, and there was a buzz of energy I'd never experienced in a fitness space before. This wasn't just exercise — this was a sport, a community, an entirely new way of training. And I was all in.

That first class sparked more than just a commitment to get fit — it sparked curiosity. Why did this environment feel so different? What made me want to show up again the next day, when all those other gyms had left me uninspired? This curiosity became the first stage of my own journey, and it's the same spark we want to ignite in our customers: the feeling that they've discovered something new, exciting, and worth coming back for.

And curiosity isn't limited to fitness — it applies in everyday choices too. Take something as simple as finding a nail salon. I've yet to find the perfect one. My current salon has a great booking system and I can usually get a last-minute appointment. They welcome me with tea or coffee, and my nail tech is consistent. But they rush through the prep work, and my nails often feel jagged or start to chip within two weeks. By contrast, a previous salon gave me beautiful results that lasted more than three weeks — but appointments were hard to get, and the nail tech only worked weekdays, which rarely suited me.

Both experiences spark the same question: what if there's somewhere that does both — great systems and great results? That's curiosity at work. It's that little itch that makes customers look around, compare, and wonder if a better experience is out there.

For businesses, this is the golden opportunity: to be the place that answers that curiosity and shows people they've found what they were looking for all along.



Here Are Four Powerful Ways to Spark Curiosity in Your Potential Clients

Offer Something Free (No Strings Attached)

1

Woodfire sauna experiences have exploded across Ireland in recent years, and I've found them a brilliant way to relax tired muscles and unwind after a long day. My hometown now has three saunas, each offering a slightly different experience. But one in particular caught my attention – and won my business. Why? Because their offer was irresistible. For €140 a month, they provide unlimited access and let you bring a friend for free once a week.

That one simple perk sparked my curiosity and made me think: what do they know about customer experience that the others don't? Nothing sparks curiosity like a freebie. Whether it's a complimentary class, an introductory one-on-one session, or even a short consultation, the psychology is the same: people love to try something with zero risk. It's an easy, low-barrier way for potential clients to experience your space, your vibe, and your value.

Create an Introductory Offer

Give new customers a reason to try you out – and to come back. “Book your first class or treatment and get the second half price” is a simple but effective way to get them through the door twice. But, the secret to a great introductory offer is balance, make sure you are not giving away too much.

If you create an offer of two weeks unlimited free classes or 50% off treatments for a month this might get a lot of feet through your doors but will they stay? Instead, moderate your offer to one or two sessions but make it enticing enough to hook them in. Once you have clients through your door then you can work your magic and make the experience memorable.

2

Build a Welcome Pack



3

Create a simple, branded welcome pack for new clients. Include small essentials like resistance bands, healthy snack samples, cosmetic samples, or QR codes linking to your favourite equipment shops and online resources. It shows you care about their journey beyond the first class.

One of my favourite things about attending a race or signing up to a competition is the goody bag! Who doesn't love popping it open and unrolling a new T-shirt and sampling all the sweet treats. This can easily translate across to your business. Creating a small, simple low cost welcome pack using branded carrier bags is any easy win for your business. Clients appreciate the thought behind it and could potentially ensure a return visit.

Use Curiosity-Building Content

At the curiosity stage, potential clients are quietly scanning your social media and website, trying to figure out who you are and whether they can trust you. They're not ready to commit yet, but they're looking for signals: *Does this business know what they're talking about? Do they understand me? Can I see myself here?* One of the simplest ways to spark interest is by posting **questions, myths vs. facts, and quick wins** that make people stop and think.

For example: *"What's the #1 reason most people stop exercising after 3 months? Find out in our free checklist."* Posts like this encourage engagement, but they also establish you as an authority. Confidence and trust-building posts are essential. If potential clients can see that you're consistent, knowledgeable, and genuinely adding value, they'll be much more willing to click your sign-up links, book a trial session, or download a resource. Every small post becomes part of a bigger picture: you as the go-to expert in your business.



4